

26TH ANNUAL

GOLD COAST SMALL BUSINESS PROCUREMENT EVENT

COMMEMORATING THE BI-CENTENNIAL OF THE WAR OF 1812

AMERICA'S SMALL BUSINESS - SHAPING THE DEPARTMENT OF THE NAVY FOR OVER 200 YEARS!

AUGUST 6-8, 2012

SAN DIEGO CONVENTION CENTER, SAN DIEGO, CA

[HTTP://SMALLBUSINESS.NAVY.MIL](http://smallbusiness.navy.mil)

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FORECASTING- THE CORNERSTONE OF A COMPETITIVE STRATEGY

MATCHMAKING

NETWORKING OPPORTUNITES



Report Documentation Page				Form Approved OMB No. 0704-0188	
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1. REPORT DATE AUG 2012		2. REPORT TYPE		3. DATES COVERED 00-00-2012 to 00-00-2012	
4. TITLE AND SUBTITLE OSBP Mission				5a. CONTRACT NUMBER	
				5b. GRANT NUMBER	
				5c. PROGRAM ELEMENT NUMBER	
6. AUTHOR(S)				5d. PROJECT NUMBER	
				5e. TASK NUMBER	
				5f. WORK UNIT NUMBER	
7. PERFORMING ORGANIZATION NAME(S) AND ADDRESS(ES) Department of the Navy, Office of Small Business Program, 720 Kennon Avenue, SE, Washington, DC, 20374-5015				8. PERFORMING ORGANIZATION REPORT NUMBER	
9. SPONSORING/MONITORING AGENCY NAME(S) AND ADDRESS(ES)				10. SPONSOR/MONITOR'S ACRONYM(S)	
				11. SPONSOR/MONITOR'S REPORT NUMBER(S)	
12. DISTRIBUTION/AVAILABILITY STATEMENT Approved for public release; distribution unlimited					
13. SUPPLEMENTARY NOTES Presented at the 2012 Navy Gold Coast Small Business Conference, 6-8 Aug, San Diego, CA.					
14. ABSTRACT					
15. SUBJECT TERMS					
16. SECURITY CLASSIFICATION OF:			17. LIMITATION OF ABSTRACT Same as Report (SAR)	18. NUMBER OF PAGES 15	19a. NAME OF RESPONSIBLE PERSON
a. REPORT unclassified	b. ABSTRACT unclassified	c. THIS PAGE unclassified			



OSBP Mission

The Small Business Program *promotes acquisition opportunities where small business can best support the needs of our Sailors and Marines.* Through policy, advocacy and training we foster industry innovation, technology development and the acquisition of quality products, services and solutions from small business providers.



Small Business – The First Option



The Department of the Navy Office of Small Business Programs



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FAQ'S

Frequently Asked Questions

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Naval Engineering Facilities Command Navy Small Business Programs FY 2011 Secretary's Cup

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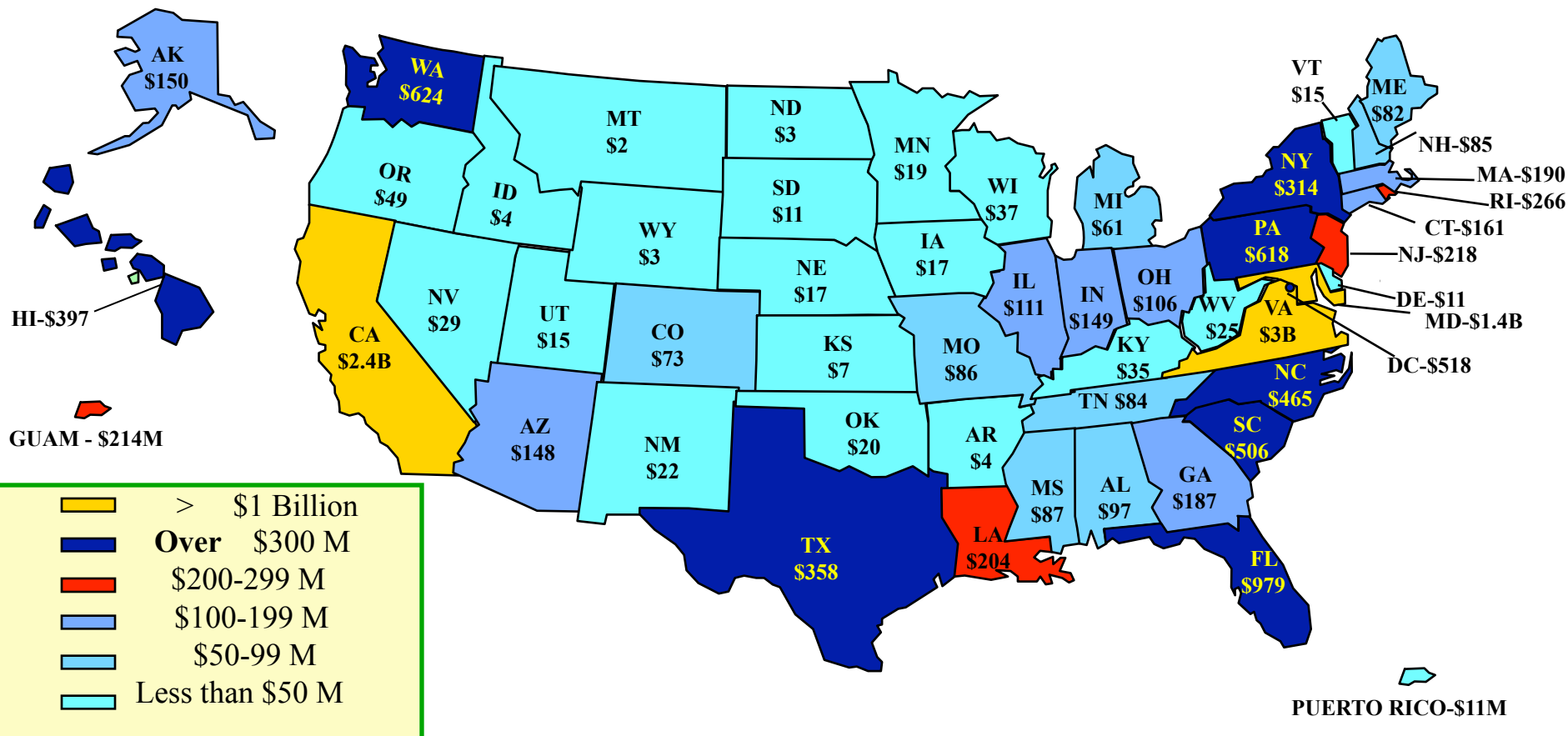
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FORECASTING THE CONSEQUENCES OF A COMPLEXITY'S STRATEGY

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SEPARATING OPPORTUNITIES



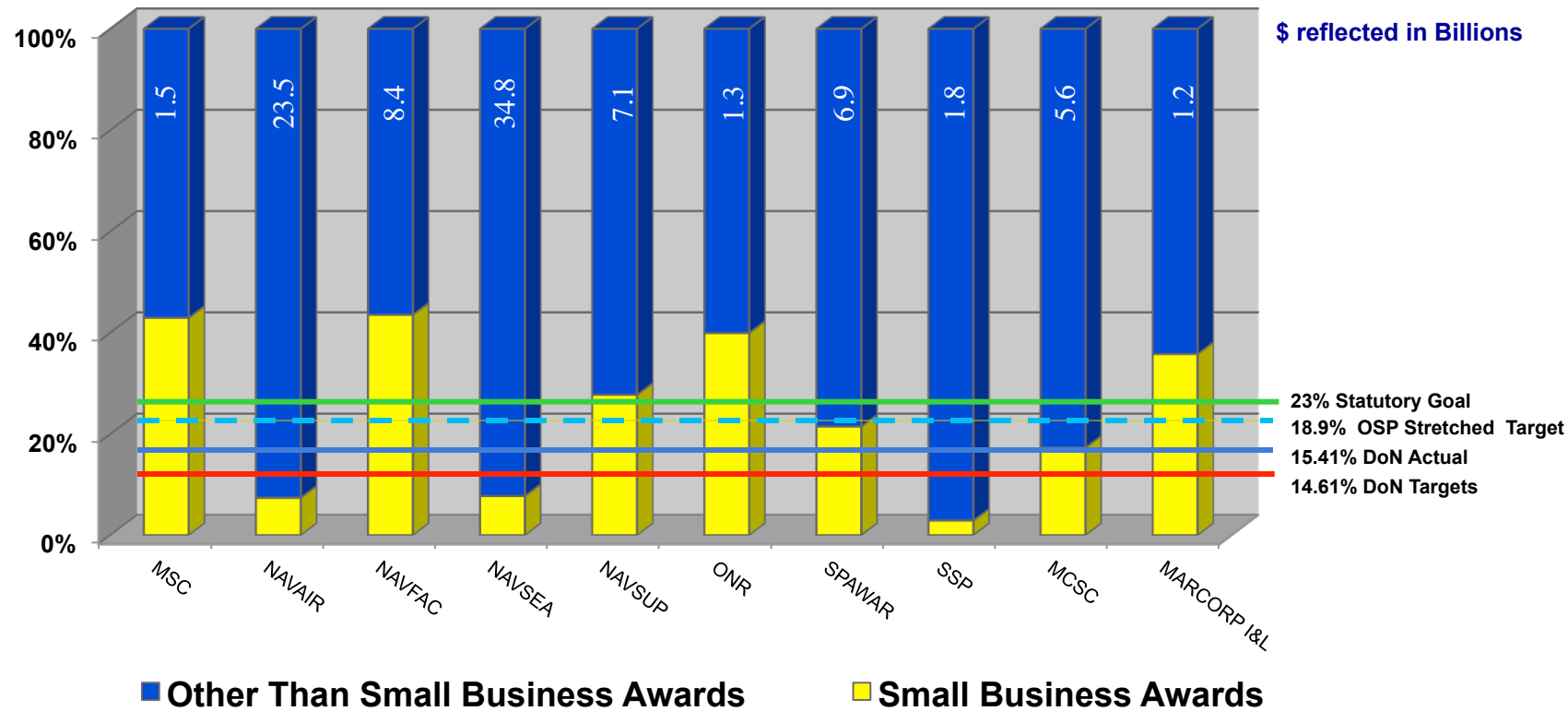
National Impact of DON Small Business Awards (\$14.2B)



Department Prime Awards impact over 1/4 Million SB Jobs!



DON Major Command FY2011 Performance

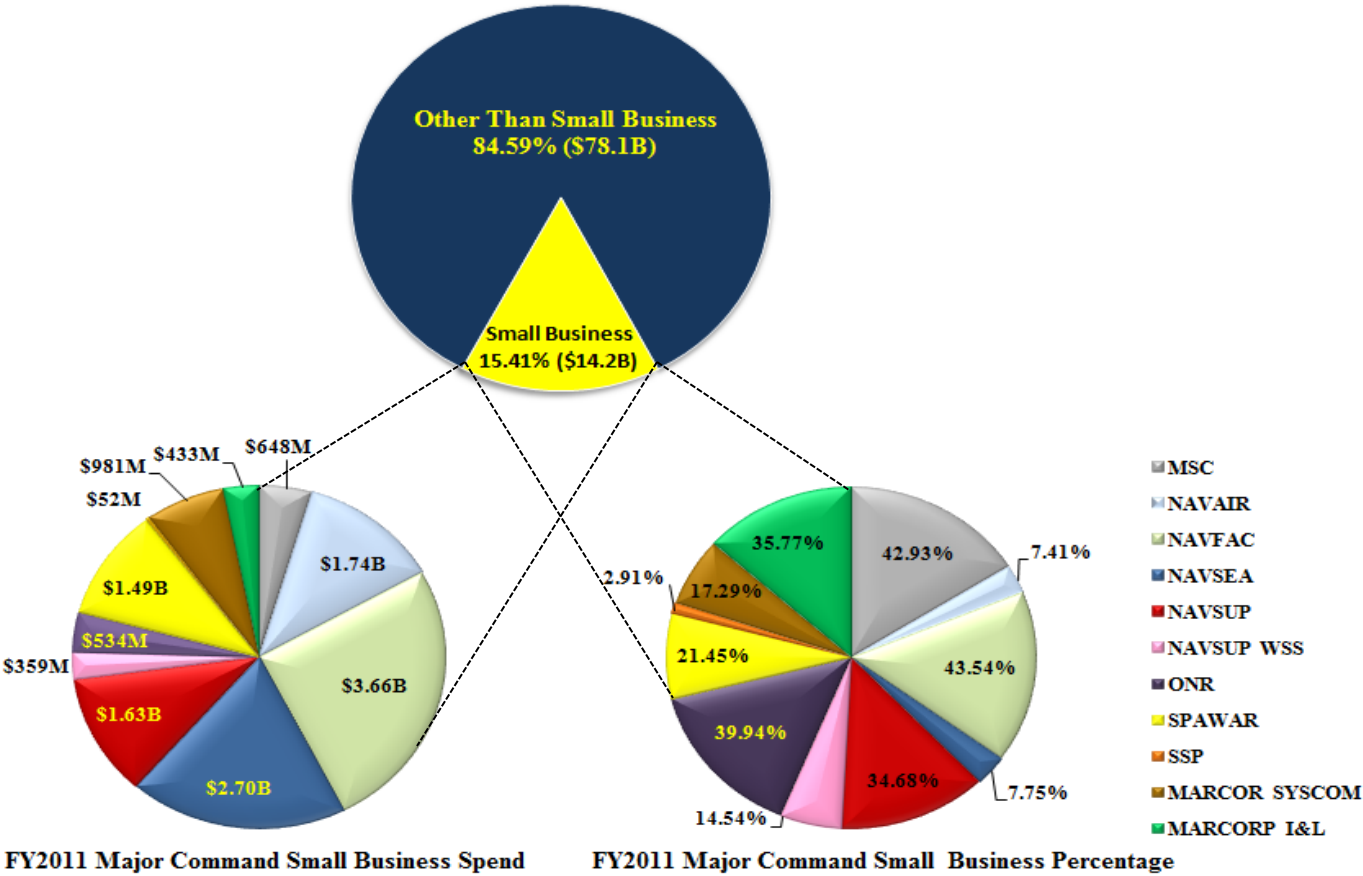


Data from FPDS-NG
January 11, 2012



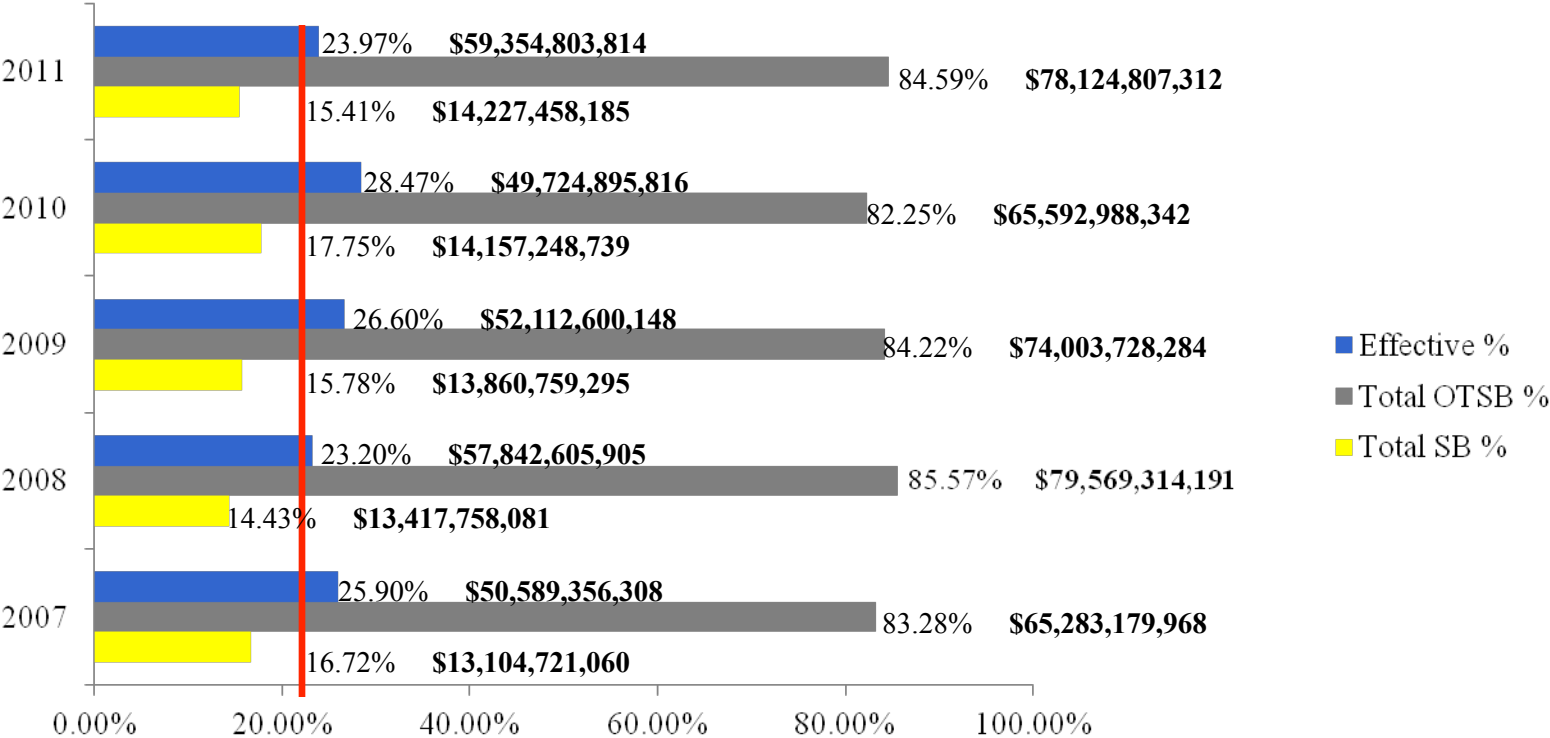


DoN Small Business Performance FY2011



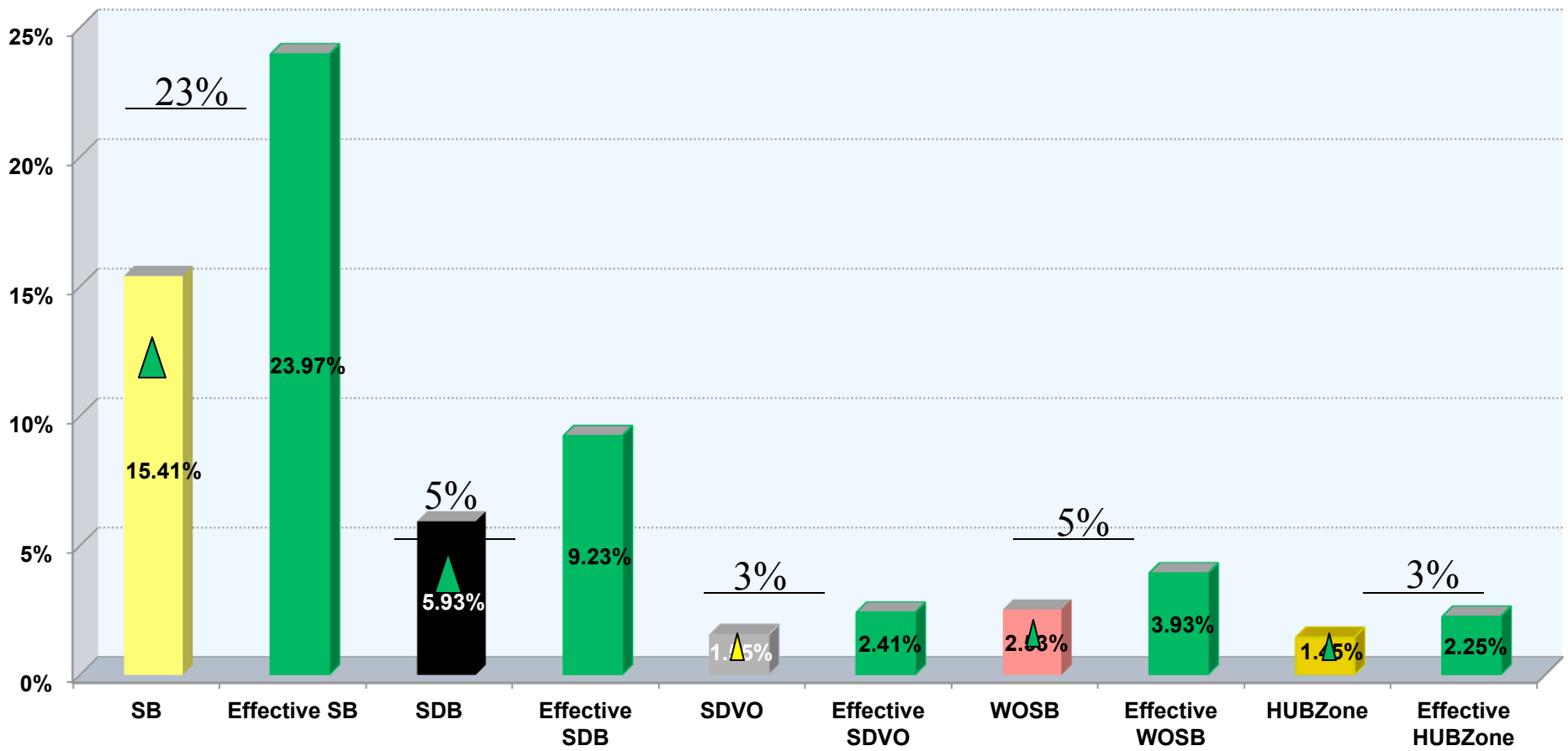


DoN Net SB Effective Rate Over the past 5 years





SB and Socioeconomic Performance FY11 Gross and Net Effective Rates





Strategic Communications



August 5, 2011

MEMORANDUM FOR DISTRIBUTION

SUBJECT: Maximizing Department of the Navy (DON) Opportunities for Small Businesses



DEPARTMENT OF THE NAVY
OFFICE OF THE ASSISTANT SECRETARY
(RESEARCH, DEVELOPMENT AND ACQUISITION)
1000 NAVY PENTAGON
WASHINGTON, DC 20350-1000

MEMORANDUM FOR DISTRIBUTION

SUBJECT: Increased Use of Small Business Concerns



DEPARTMENT OF THE NAVY
OFFICE OF THE ASSISTANT SECRETARY
(RESEARCH, DEVELOPMENT AND ACQUISITION)
1000 NAVY PENTAGON
WASHINGTON DC 20350-1000

APR 10 2012

MEMORANDUM FOR UNDER SECRETARY OF DEFENSE (ACQUISITION,
TECHNOLOGY & LOGISTICS)

SUBJECT: Improving Small Business and Competition Opportunities in Services Acquisitions

As requested by the Under Secretary of Defense (Acquisition, Technology & Logistics) (USD (AT&L)) memo dated 13 March 2012, the following Department of the Navy (DON) implementation plan for the improvement of small business competition opportunities in Service Acquisitions is provided.

The DON continues to demonstrate leadership throughout DOD in providing opportunity for small business. Analysis of effective maximum practicable (MAXPRAC) opportunity, where small business industry is available and has the capacity to compete, demonstrates achievement that has exceeded 23% on average annually over the past six years. However, recognizing that further improvement is possible, the following areas are addressed by the DON:

- a. **Service Procurement Forecasts:** The DON's 10 Head Contracting Activities (HCAs) each have a web-enabled forecast of opportunity available for small business. This has been a major DON initiative for the past year. Small Business can access these forecasts through the DON Office of Small Business Program (OSBP) website www.donhq.navy.mil/osbp.
- b. **Application of "MaxPrac" Tool:** This model market analysis tool is limited to a top level screening process only and, as a result, often indicates misleading information regarding opportunity for small business. Only through deeper analysis, which MaxPrac cannot provide, is it possible to see if additional opportunity for small business exists. MaxPrac training, with this caveat, is being provided to all HCAs and follow-on review of its use will be scheduled. MaxPrac has been used in first level small business market analysis screening in the recommended portfolio groups and will be used as a tool in service acquisition review.
- c. **Engagement of DON OSBP:** DON OSBP is fully engaged with Assistant Secretary of the Navy Research, Development, and Acquisition (ASIN/RD&A). This collaboration resulted in two executive level memos



**DEPARTMENT OF THE NAVY
OFFICE OF SMALL BUSINESS PROGRAMS
EXECUTIVE SUMMARY**

1. *Journal of the American Medical Association*, 2000; 284: 2689-2695.



“SMALL BUSINESS - THE FIRST OPTION”





Leadership Small Business Improvement Memo's

- 19 July 2011: ASN/RD&A 8 point Memo
 - FSS – set-asides; IDIQ Set-asides; 8(a) competition; Forecasting; Acq strategy development; bundling/consolidation prohibition; subcontracting with SBIR; Senior Leader Accountability
- 5 August 2011: USN Executive Accountability
 - Includes those “influencing” requirements
- 10 April 2012: ASN/RD&A Service Contracts
 - Forecasting; Max-Prac Use; Acq Svcs SB Billet; 10% SB Increase in 3 PSCs Facilities; KBS; Elec/Telcom; Sweetspot; Dashboards; Contract Courts; PM Reviews; Outreach; Subk Task Force; SSIP for SB



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NAVFAC Long Range Acquisition Forecast (LRAF)

!!UPDATED!! **DISCLAIMER** United States Code Title 15, Section 637(A)(12)(C), requires the Department of the Navy to prepare a forecast of expected contract opportunities for the next and succeeding fiscal years and make the forecast available to small businesses. We fulfill this requirement by publishing this Long Range Acquisition Forecast (LRAF) and updating the information on an annual basis. The LRAF contains NAVFAC Indefinite Delivery/Indefinite Quantity requirements that are forecasted for the upcoming and next two fiscal years. The forecast is for informational marketing purposes only. It does not constitute a specific offer or commitment by the Navy to fund, in whole or in part, the opportunities referenced herein. This listing is not all inclusive and is subject to change. 5/9/2012

NAVFAC Military Construction (MILCON) Forecast

This document is in pdf format. It will typically be updated on a monthly basis prior to the 15th. This forecast is for advance planning only. See FEDBIZOPS for actual solicitations. Updated 03/30/2012

NAVFAC Environmental Projects and Planning

Naval Facilities Engineering Command (NAVFAC) Environmental is pleased to announce the forecast of expected contract opportunities for FY11-13. This forecast strives to make the best contractual solutions available to meet the full range of the Environmental Business Line and clients needs. This is in compliance with 15 USC Section 6371(1)(12)(c) and for planning and informational purposes only and may not be all inclusive. See Federal Business Opportunities (FEDBIZOPS) and/or Navy Electronic Commerce Online (NECO) for official announcements, information, and requirements. Contact the Responsible Activity's Contracting Officer for official information.



Navigating the Waters

➤ Day 1

- Engage with Navy & Civilian Leadership
- Presentations center on
 - Where we are going
 - Challenges affecting how we do business
 - Initiatives where small business is needed
- Senior Navy Acquisition Leadership
- Matchmaking
- Networking

➤ Day 2

- Senior DoD Acquisition Leadership
- Navy Service Acquisition Initiatives
- Small Business Industry Breakouts



Small Business – The First Option



– in the final analysis
they are what matter
most.



